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ABSTRACT

The bibliography lists studies of English language use in business communication. The first section cites research undertaken from a language or communication perspective, and the second section contains research from a management or business viewpoint. Within each of these sections, research is divided into that dealing with written business communication (including business letters and memoranda, facsimile and telex, reports and minutes, communicative effectiveness and reader response, gender, applied studies, and technology) and that focusing on oral business communication (including meetings, negotiations, presentations, interviews, communicative effectiveness and listener response, and applied studies). A third section lists research on cross-cultural differences and language barriers in business communication, and a fourth lists recent work at Birmingham University (England). A brief note on a business English corpus under development at Birmingham University is also included. Appended materials include lists of the journals surveyed, additional sources, and key words used in computer database searching. (MSE)

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RESEARCH ON ENGLISH LANGUAGE AND COMMUNICATION IN BUSINESS - A BIBLIOGRAPHY

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BIBLIOGRAPHY OF RESEARCH
IN ENGLISH FOR BUSINESS COMMUNICATION
1988-92

by

Chris Kennedy, Julianna Dudas, and Martin Hewings

Centre for English Language Studies (CELS)
University of Birmingham

As part of the development of a Business English computer corpus,
the authors have produced a bibliography of
230 theses and research articles in the area of Business English.

The bibliography can be obtained for £3
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INTRODUCTION

As English develops its role as an International Language, so the importance of the use of English in Business Communication world-wide increases. Materials and methodologies in the area of Business English flourish, but there appears to be relatively little academic research in the area of English for Business.

It was to encourage research in this area that this bibliography was produced. It covers a period from 1988-92 and is the result of searches for articles and theses covering the area of business and communication. The bibliography is divided into two main areas, that dealing with research from a language and communication perspective, and that looking at the issues more from a business or management viewpoint. The two areas inevitably overlap and readers may disagree occasionally over the classification and the various sub-classifications that have been adopted.

Drawing up the bibliography itself has already produced some interesting findings. Firstly, there does not seem a great deal of research available in English for Business Communication, and most of it appears to emanate from USA. Some areas appear more popular than others, for example, effectiveness of communication, cross-cultural studies, and gender studies appear to be important as measured by the references produced. More research appears to have been done on written communication, maybe because this is an area where tolerance of error is less, or maybe simply that data is easier to collect. Some 'genres' appear more popular than others - little research has been done on memo writing for example as distinct from letter writing, perhaps because letter writing outside an organisation is more important than internal communication such as memos.

The bibliography should be seen as complementary to other existing bibliographies. Much of the general literature on ESP is relevant to work in business communication; Pauline Robinson's book on ESP is recommended, ('ESP Today', 1991, Prentice Hall) as is the IATEFL BESIG Business English Materials update; the RELC EBT Project has produced bibliographic materials; and we are conscious that there is research in languages other than English which should not be neglected.

There will obviously be gaps in the bibliography and we would welcome suggested additions, as we hope to update the bibliography from time to time, and perhaps provide abstracts in future.

Chris Kennedy
Julianna Dudas
Martin Hewings

November 1993

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NOTE

If you have additions to suggest to the bibliography, please send them to the address below and we will try to include them in our next revised edition.

Thank you.

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1. LANGUAGE-ORIENTATED RESEARCH

(Articles in this group generally derive from research done by linguists and those interested in language/communication studies. Ph.D. and M.A. theses on 'Business Communication' have also been included here).

1.1 WRITTEN BUSINESS COMMUNICATION

1.1.1 General

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XXX

2. BUSINESS-ORIENTATED RESEARCH

(Articles in this group are generally written for professional people or those studying/researching business/management communication).

2.1. WRITTEN BUSINESS COMMUNICATION

2.1.1. General

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Shinozaki, R. 1993. 'Linguistic realisation of politeness in the business letter in Japanese and English'. MA SAL dissertation, CELS, *University of Birmingham*.

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5. **BUSINESS ENGLISH CORPUS**

Chris Kennedy (CELS) and Martin Hewings (EOSU) have started work on the collection of a Business English Corpus. So far textbooks and journals of the sort used by MBA students have been put on the language database.

It is hoped that over the long-term the corpus will be extended to include other sources of Business English, both spoken and written, and that the corpus will provide a research resource for MA and PhD students.

If you are interested in contributing to the corpus or would like further information, please contact CELS in the first instance.

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Appendix 1

SURVEYED JOURNALS

I. Language-orientated

Applied Linguistics
Bulletin of the Association for Business Communication (BABC)
Communication Research
ELT Documents
ELT Journal (ELTJ)
English Language Research Journal (ELRJ)
English Today
ESP Journal (ESPJ)
International Journal of the Sociology of Language (IJSL)
ITL Review of Applied Linguistics
Journal of Advanced Composition
Journal of Business and Technical Communication (JBTC)
Journal of Linguistics
Journal of Pragmatics
Language International
Language and Society
Language in Society
Language Sciences
Language Teaching Abstracts/Language Teaching
Modern Language Journal (MLJ)
RELC Journal
Semiotica
System
TESOL Quarterly
The Linguist
World Englishes
Written Communication

(Most of the research was found in the Journal of Business & Technical Communication and the Bulletin of the Association for Business Communication).

II. Business-orientated

Agency Sales Magazine
Business and Economic Review
Business Credit
Business Horizons
Business Insurance
Business Marketing

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Communication World
Computerworld
Economic Perspectives
Fortune
Industrial and Commercial Training
International Journal of Advertising
International Trade Forum
Journal of Business Communication
Journal of Business Ethics
Journal of Business Research
Journal of Business Strategy
Journal of Marketing
Journal of Property Management
Manage
Management Communication Quarterly
Management Review
Marketing
Negotiation Journal
Office
Office Systems
Practising Manager
Sales & Marketing Management
Small Business Reports
Supervision
Supervisory Management
Successful Meetings
Working Woman

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Appendix 2

SOURCES

1. CD-ROM NETWORK DATABASE:
 - a. ABI/INFORM Basics
 - b. Dissertation Abstracts Basics
 - c. MLA International Bibliography/Humanities Index
2. Computer catalogue (subject catalogue) of the University of Birmingham
3. "ERIC" Database
4. Linguistics and Language Behavior Abstracts (LLBA)
5. Sociological Abstracts

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APPENDIX 3

Key words used during the compilation of the bibliography on the CD_ROM network database

A. MLA

No abstracts are given by this database.

1. business and communication/47 articles/
2. [1] and business letters /4/
3. [1] and report writing /1/
4. [1] and management reports /3 out of 4 art. (3/4)/
5. [1] and effective writing /1/
6. [1] and effectiveness and language (6/8)
7. [1] and language and meetings (5/7)
8. [1] and language and speech (3/5)
9. [1] and language and barriers (9/22)
10. [1] and language and discourse /0/
11. [1] and meetings /0/
12. [1] and decision making /0/
13. [1] and pragmatics /0/
14. [1] and telephone skills /0/
15. [1] and presentations /0/
16. business and presentations and language (5/27)
17. business meetings /49/
18. [17] and language /0/
19. [17] and decision making /5/
20. [17] and pragmatics /0/
21. [17] and problem solving (1/3)
22. [17] and style (1/2)
23. [1] and writing /0/
24. [1] and skills /0/
25. business and language /916/
26. [25] and professional standards /0/
27. [25] and skills /129/
28. [27] and writing /13/
29. [27] and speech /7/
30. business and non-verbal communication/0/
31. [17] and minutes /5/
32. [17] and agenda /0/
33. [1] and selling and buying /0/
34. selling and buying /623/
35. [34] and language /12/
36. [1] and professional development /0/
37. [25] and professional dev. /0/
38. [1] and leaflets /0/
39. [1] and job interviews /0/

40. [1] and memo or memoranda or memorandum /10/
41. [1] and memo or memoranda or memorandum /10/
42. business and negotiations and language /8/

B. DISSERTATION ABSTRACTS DATABASE

B.1. BUSINESS COMMUNICATION

Research found in groups:

- Language and linguistics /1/
- Education /10/32/
- Language and arts (2/39) /

C. ERIC DATABASE

1. BUSINESS COMMUNICATION
2. [1] and letters (38/42)
3. [1] and memos /337/
4. [3] and teaching /4/
5. [1] and spoken discourse /4/
6. [1] and written discourse /19/
7. [1] and meetings /3/5/
8. business and negotiation /7/

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